

FIG. 1

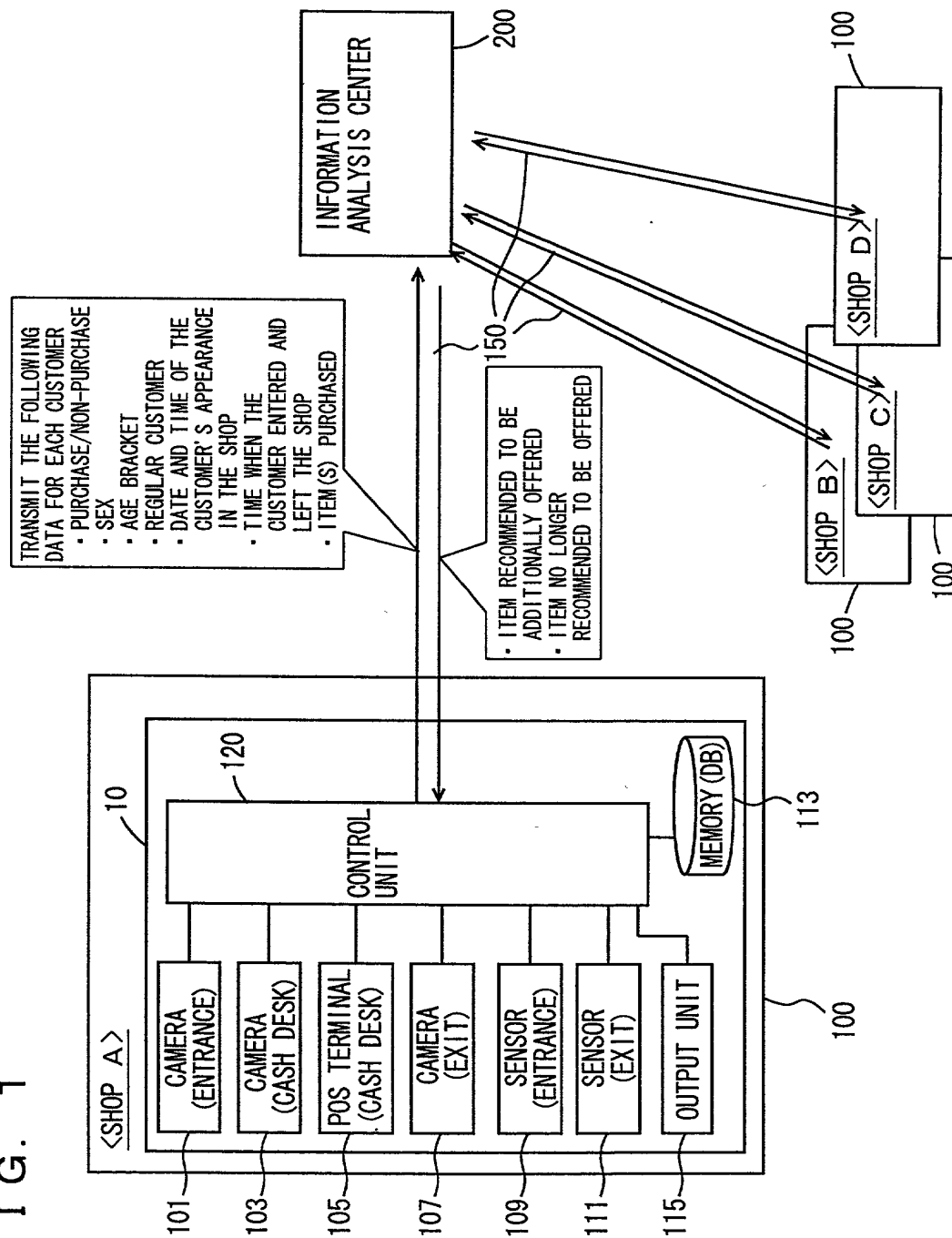


FIG. 2

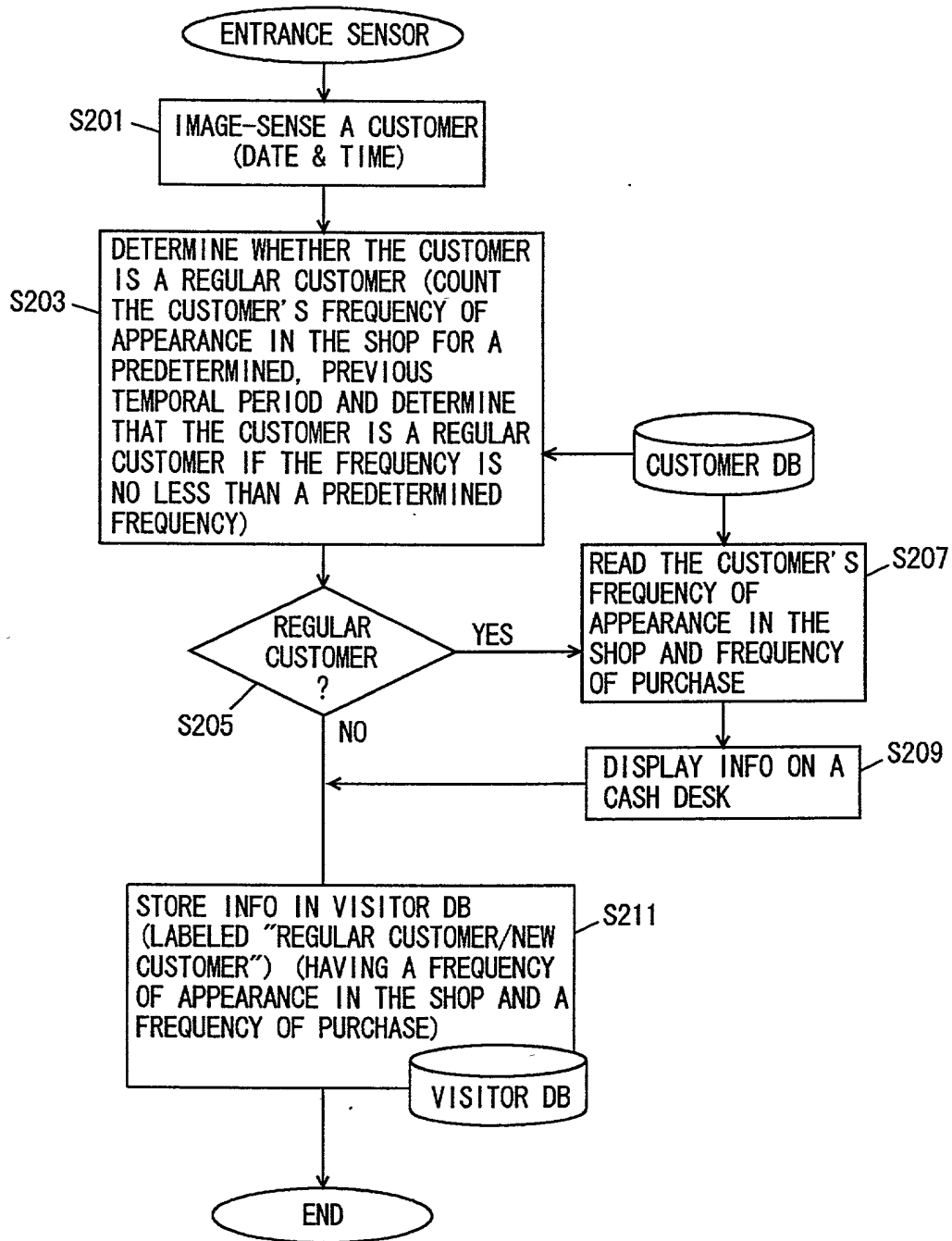


FIG. 3

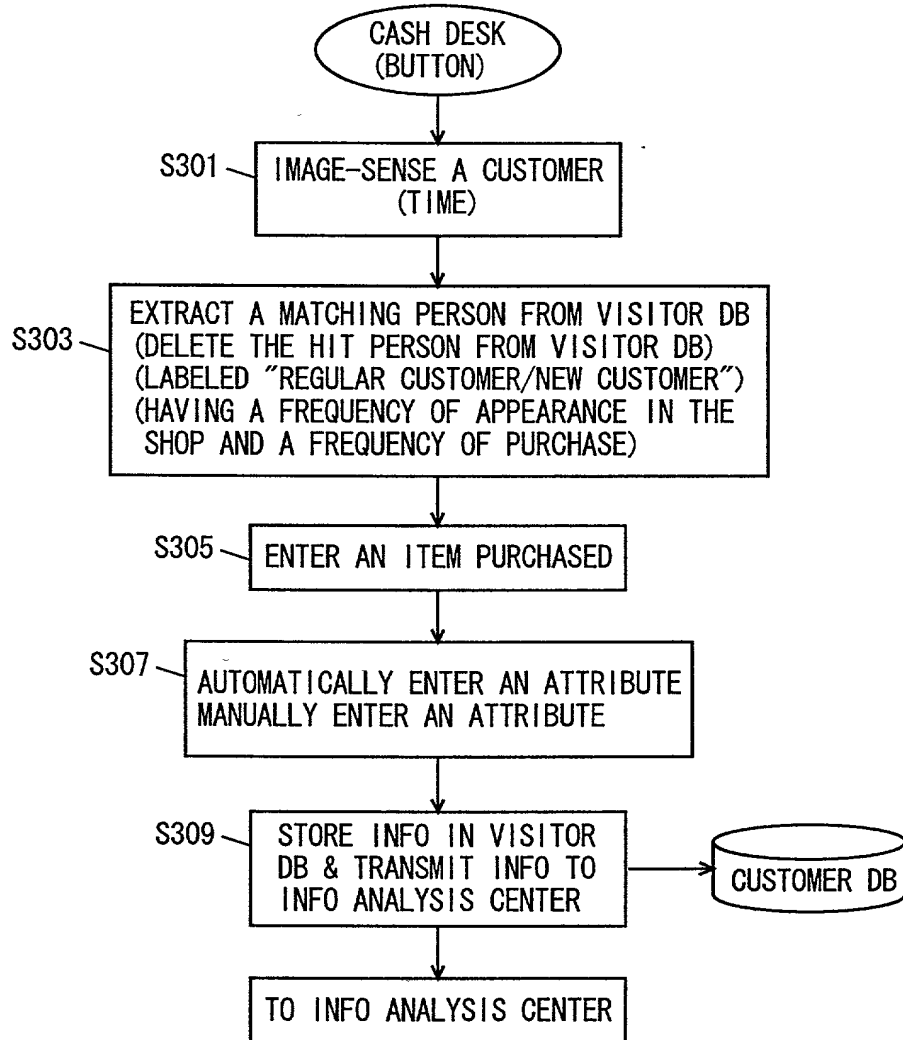


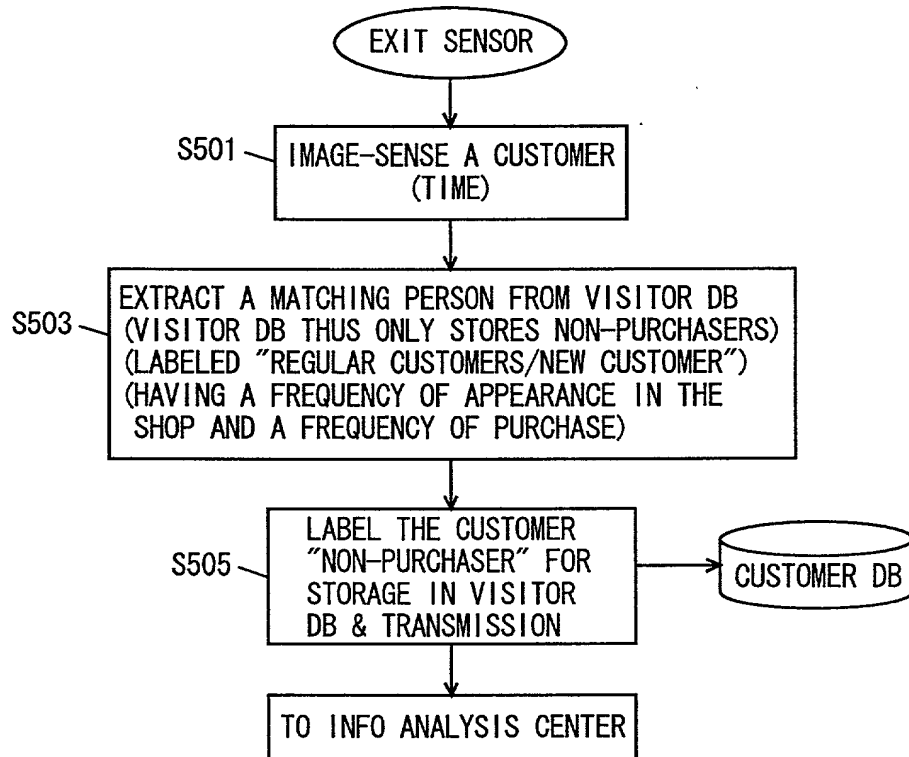
FIG. 4A

PURCHASER
REGULAR CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
FREQUENCY OF APPEARANCE IN THE SHOP
FREQUENCY OF PURCHASE
PURCHASED ITEM

FIG. 4B

PURCHASER
NEW CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
PURCHASED ITEM

FIG. 5



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FIG. 6A

NON-PURCHASER
NEW CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP

FIG. 6B

NON-PURCHASER
REGULAR CUSTOMER
SEX
AGE BRACKET
TIME & DATE OF APPEARANCE IN THE SHOP
TIME WHEN ENTERING THE SHOP
TIME WHEN LEAVING THE SHOP
FREQUENCY OF APPEARANCE IN THE SHOP
FREQUENCY OF PURCHASE
PURCHASED ITEM

FIG. 7

TABLE 1

ATTRIBUTE	MALE						FEMALE					
	<APP. 10 YRS. OLD	<APP. 20 YRS. OLD	<APP. 30 YRS. OLD	<APP. 60 YRS. OLD	<APP. 80 YRS. OLD		<APP. 10 YRS. OLD	<APP. 20 YRS. OLD	<APP. 30 YRS. OLD	<APP. 60 YRS. OLD	<APP. 80 YRS. OLD	
PURCHASER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER	REGULAR CUSTOMER	NEW CUSTOMER
NON-PURCHASER												

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED PREVIOUSLY
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP
- THE DISTRIBUTION OF THE FREQUENCY THEY COME TO THE SHOP

7b

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP
- THE DISTRIBUTION OF THE FREQUENCY THEY COME TO THE SHOP

7a

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE ITEM(S) THEY HAVE PURCHASED
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP

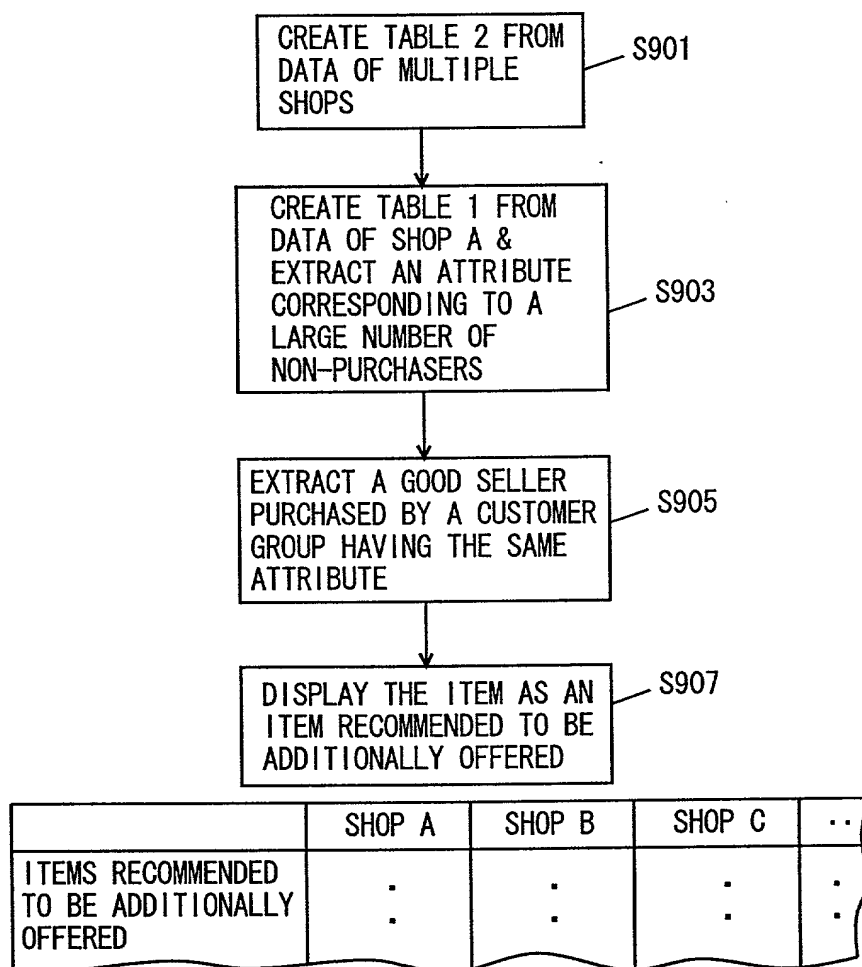
7c

FOR A PREDETERMINED TEMPORAL PERIOD

- THE NUMBER OF PEOPLE
- THE DISTRIBUTION OF THE TIME POINT WHEN THEY ENTERED THE SHOP
- THE DISTRIBUTION OF THE TIME PERIOD THEY STAYED IN THE SHOP

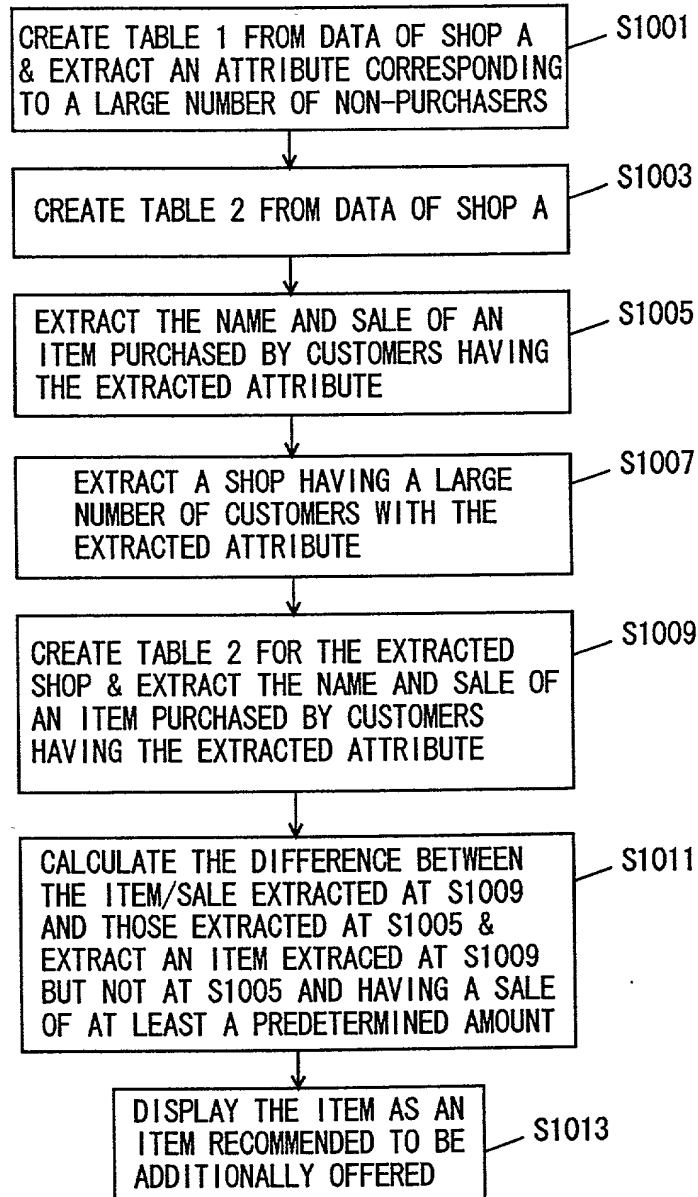
7d

FIG. 9



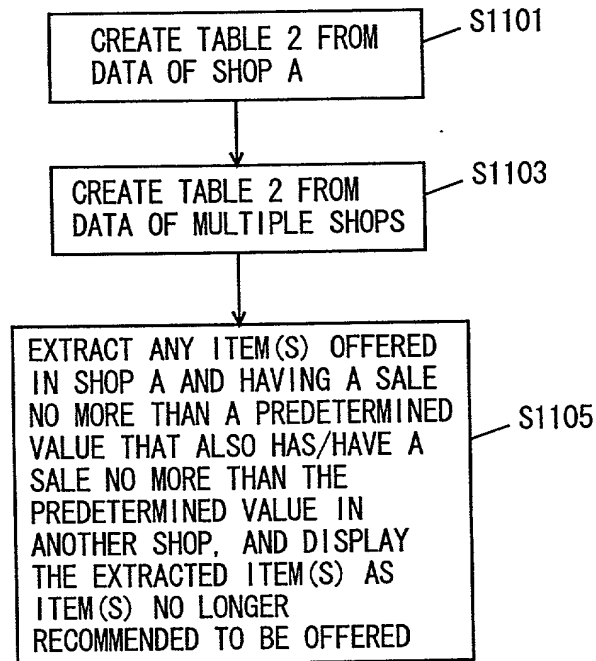
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FIG. 10



	SHOP A	SHOP B	SHOP C	..
ITEMS RECOMMENDED TO BE ADDITIONALLY OFFERED

FIG. 11



	SHOP A	SHOP B	SHOP C	..
ITEMS NO LONGER RECOMMENDED TO BE OFFERED

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FIG. 12

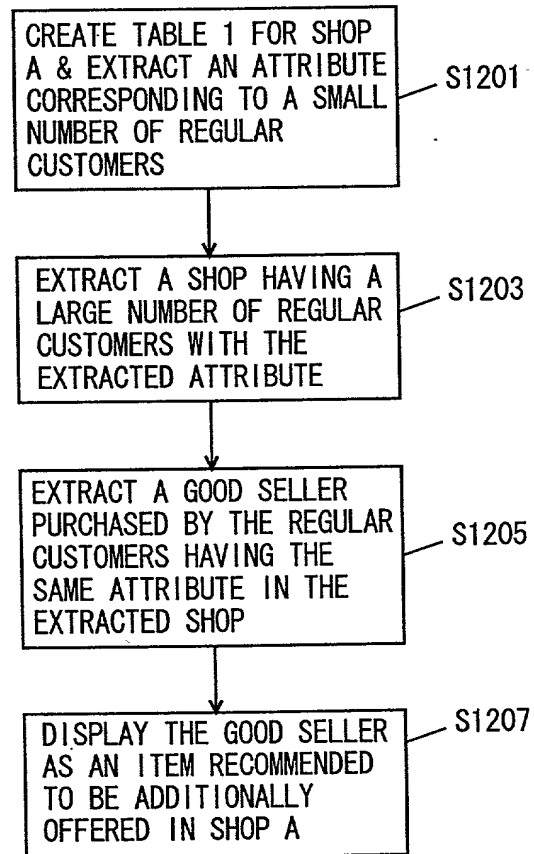


FIG. 13

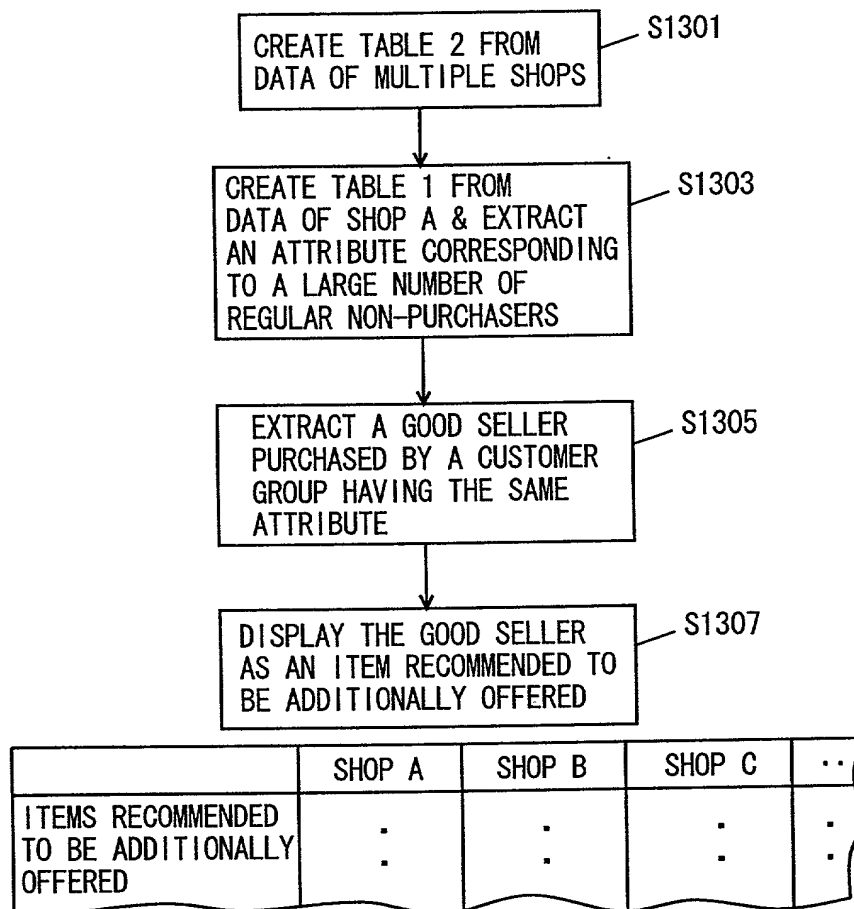
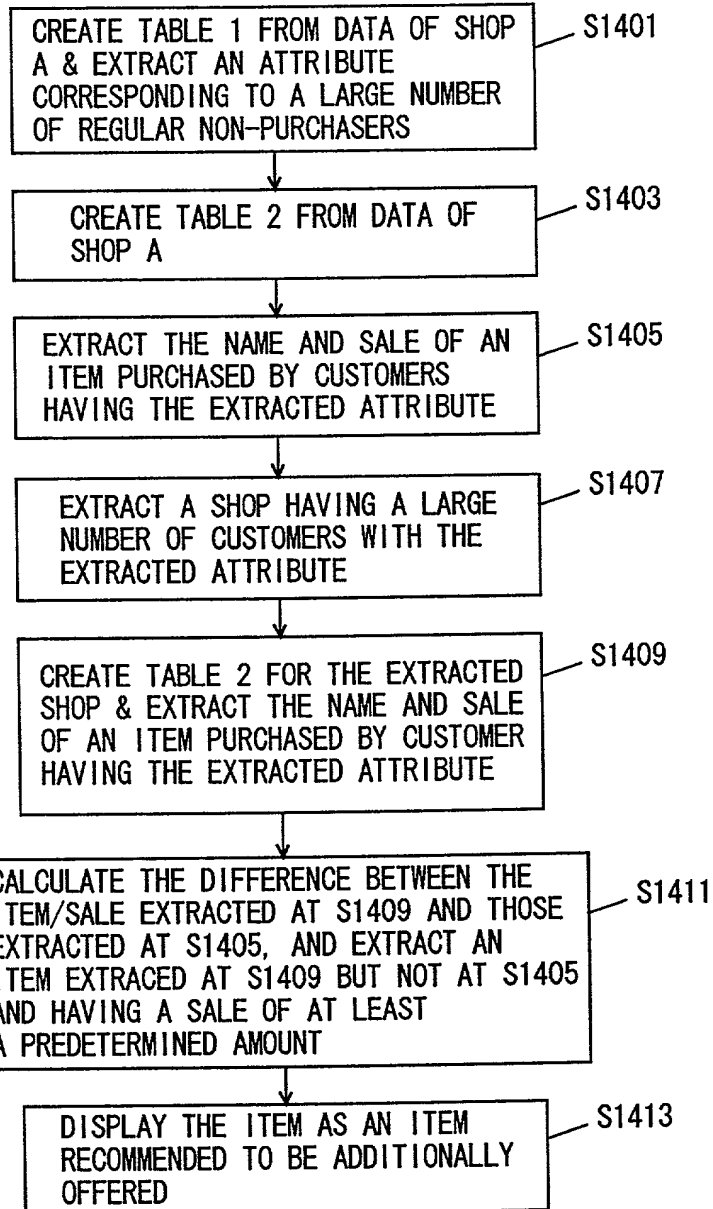


FIG. 14



	SHOP A	SHOP B	SHOP C	..
ITEMS RECOMMENDED TO BE ADDITIONALLY OFFERED